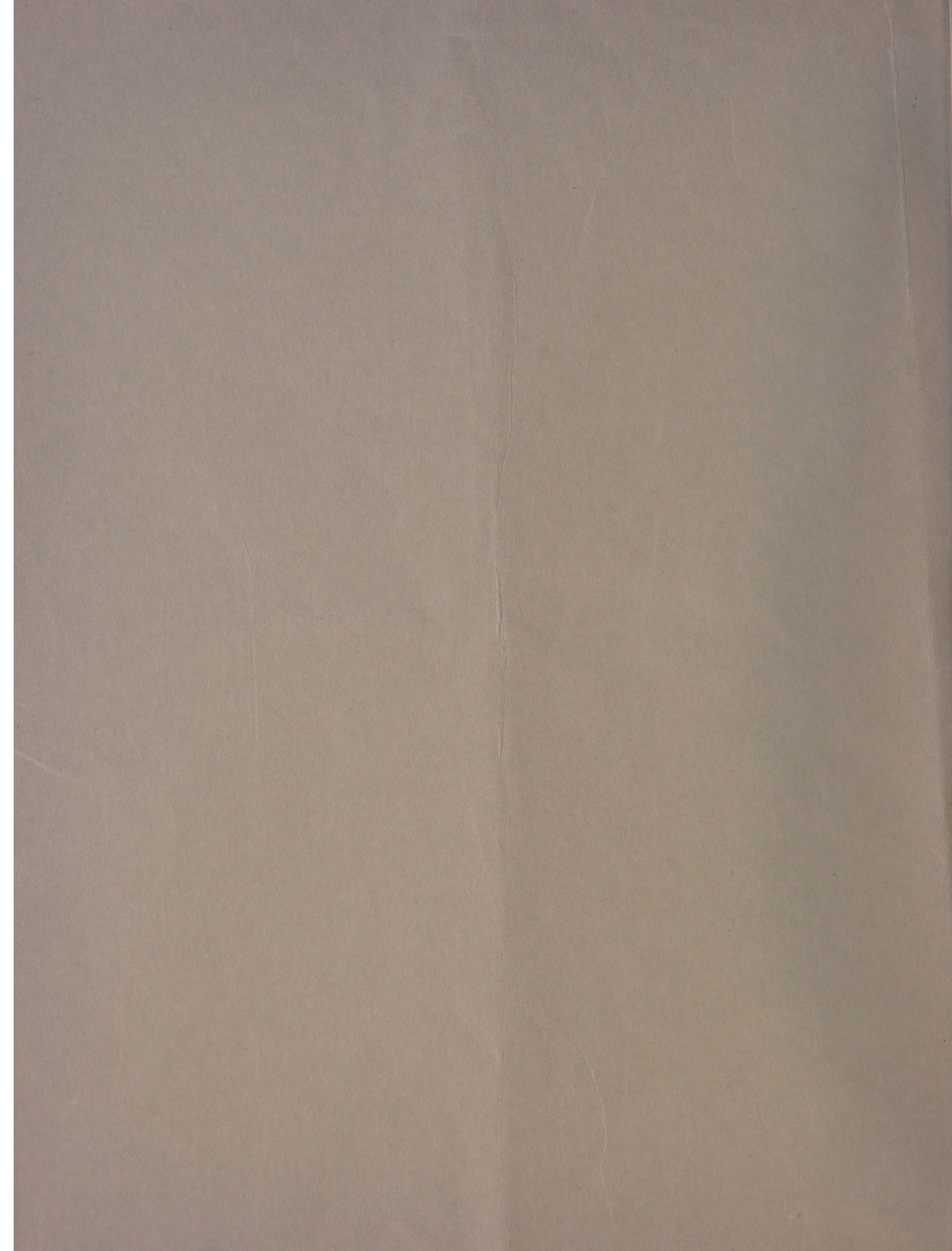




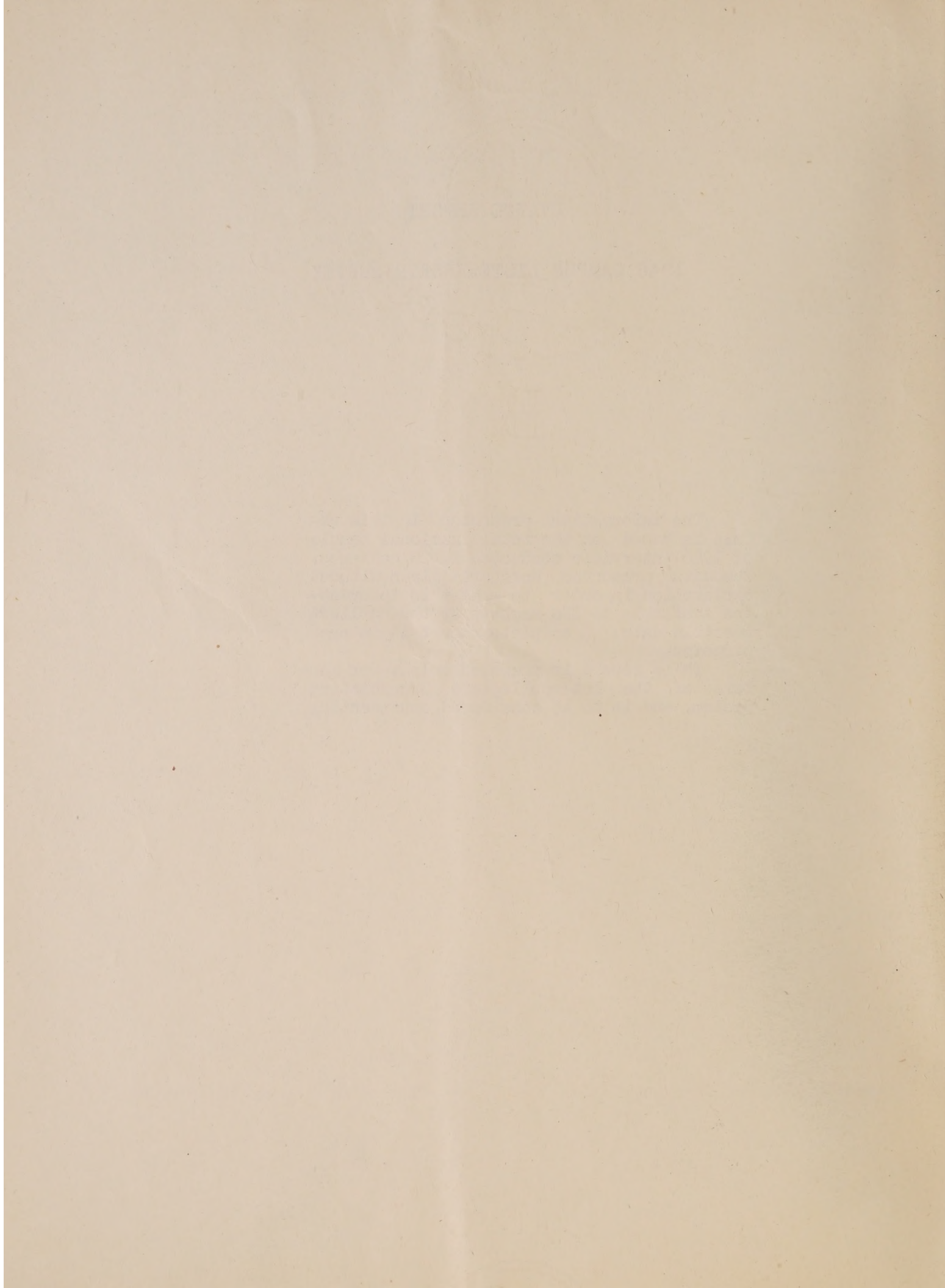


ADVANCE REPORT

1946 CAMPUS LISTENERSHIP SURVEY

The information presented in this report is based on the total national sample of 1946 interviews conducted in 20 colleges. The data presented here are given without explanation in order to make this information available to IBS members at the earliest possible date. A complete report is in preparation.

This report is prepared solely for members of the Intercollegiate Broadcasting System, and is to be considered confidential.



INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

	Total	Men	Women
Is there a radio in your room, your own or your roommate's ?	YES: 77.8%	82.5%	73.8%
Do you ever listen to the radio at college ?	YES: 94.3%	95.1%	93.8%
Number of cases	1946	869	1077
Did you listen to the radio at all yesterday ?	YES: 73.5%	74.9%	72.4%
Exactly when did you listen ?	(See attached graph of listening hours)		
Average number of hours listening for entire day	2 hrs.22 min.	2 hr.28 min.	2 hr.17 min.
Average number of hours listening in the evening (6 to midnight)	1 hr.08 min.	1 hr.14 min.	1 hr.03 min.
Number of cases	1833	823	1010

These figures are based on returns from 20 colleges, 15 of which have campus radio stations, and 5 of which did not at the time of the survey.

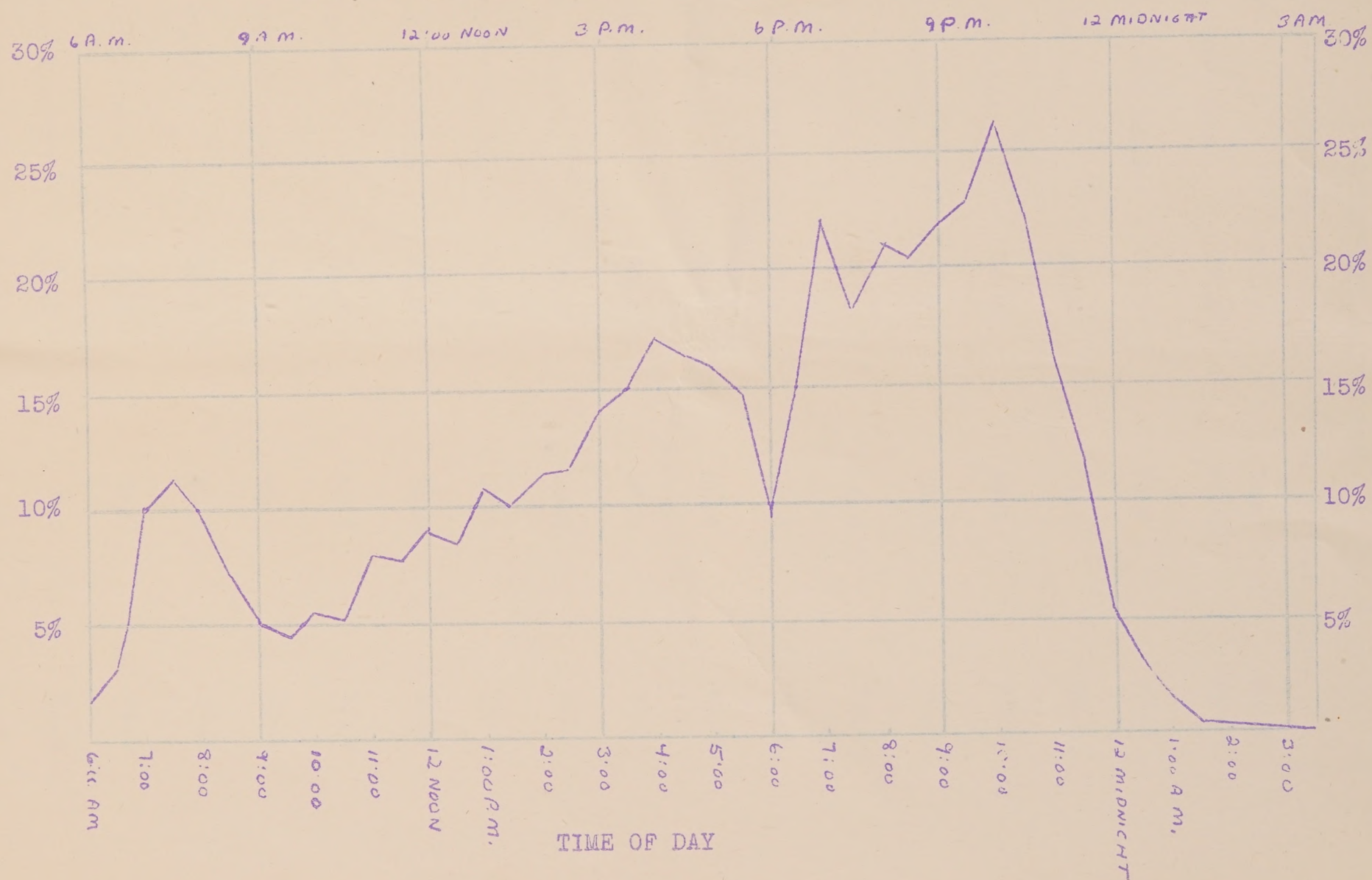
Colleges with stations: Univ. of Alabama, Brown, Bryn Mawr, Bucknell, Cornell, Harvard, Haverford, Mary Washington, Ohio Univ., Univ. of Pennsylvania, Princeton, Radcliffe, Stephens, Union, and Yale.

Colleges without stations: Antioch, Univ. of Connecticut, Miami (Ohio), College of the Pacific, Russell Sage.

NOTE: The first two questions were asked of all respondents. All other questions given here were asked only of those who listen to the radio at college.

PERCENTAGE OF STUDENTS LISTENING TO THE RADIO AT EACH HALF-HOUR PERIOD
(Sets in Use)

1833 cases: 823 men and 1010 women





INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

PROGRAM PREFERENCES - % Liking Various Program Types

rank		Total	Men	Women
1	Popular, dance music	87.3%	85.6%	89.0%
2	Semi-classical music	86.3	79.2	93.4
3	News Bulletins	83.5	81.6	85.3
4	Symphonic music	73.0	65.1	80.9
5	Variety, comedy	71.7	73.3	70.0
6	News commentators	62.6	54.6	70.5
7	Plays(non-mystery)	58.9	42.3	75.4
8	Mystery plays	50.6	38.6	62.6
9	Sports events	50.4	67.6	33.1
10	Hot jazz, blues	50.3	49.6	51.0
11	Operas, operatic music	45.8	35.4	56.1
12	Folk music, spirituals	37.2	32.0	42.4
13	Quiz programs	34.5	31.1	37.9
14	Sports commentators	34.1	46.9	21.2
15	Round tables	33.4	29.5	37.2
16	Talks, interviews	19.9	15.7	24.0
17	Religious programs	10.5	7.2	13.8
	Average number liked	8.90	8.35	9.45

Number of cases

1927

862

1065

(NOTE: Differences of 6% or more between men and women are significant)

INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

I -- Network affiliation of station listened to most

II -- Network affiliation of stations mentioned among first four

I			II		
	over 1 year *	less than 1 year **		over 1 year *	less than 1 year **
IBS	24.4%	1%	IBS	52.6%	12%
NBC	14.4%	15%	NBC	58.0%	57%
CBS	13.6%	14%	CBS	52.7%	69%
ABC	17.4%	49%	ABC	52.6%	74%
MBS	4.0%	3%	MBS	29.5%	23%
Ind.	26.2%	18%	Ind.	51.9%	47%
No. cases	824	160		860	160

FREQUENCY OF LISTENING TO IBS STATION

	over 1 year *	less than 1 year **
Four or more per week	39.2%	7.8%
Three per week	9.0	9.3
Twice per week	11.8	14.6
Once a week	10.3	16.6
Less than once	8.0	19.9
Never	21.7	31.8
Total once or more per week	70.3%	48.3%
Number of cases	862	160

*Stations established over one year: Bucknell, Cornell, Harvard, Haverford, Princeton, Radcliffe, Stephens, Union, Yale.

**Stations established less than one year: Mayr Washington, Univ. of Pennsylvania.

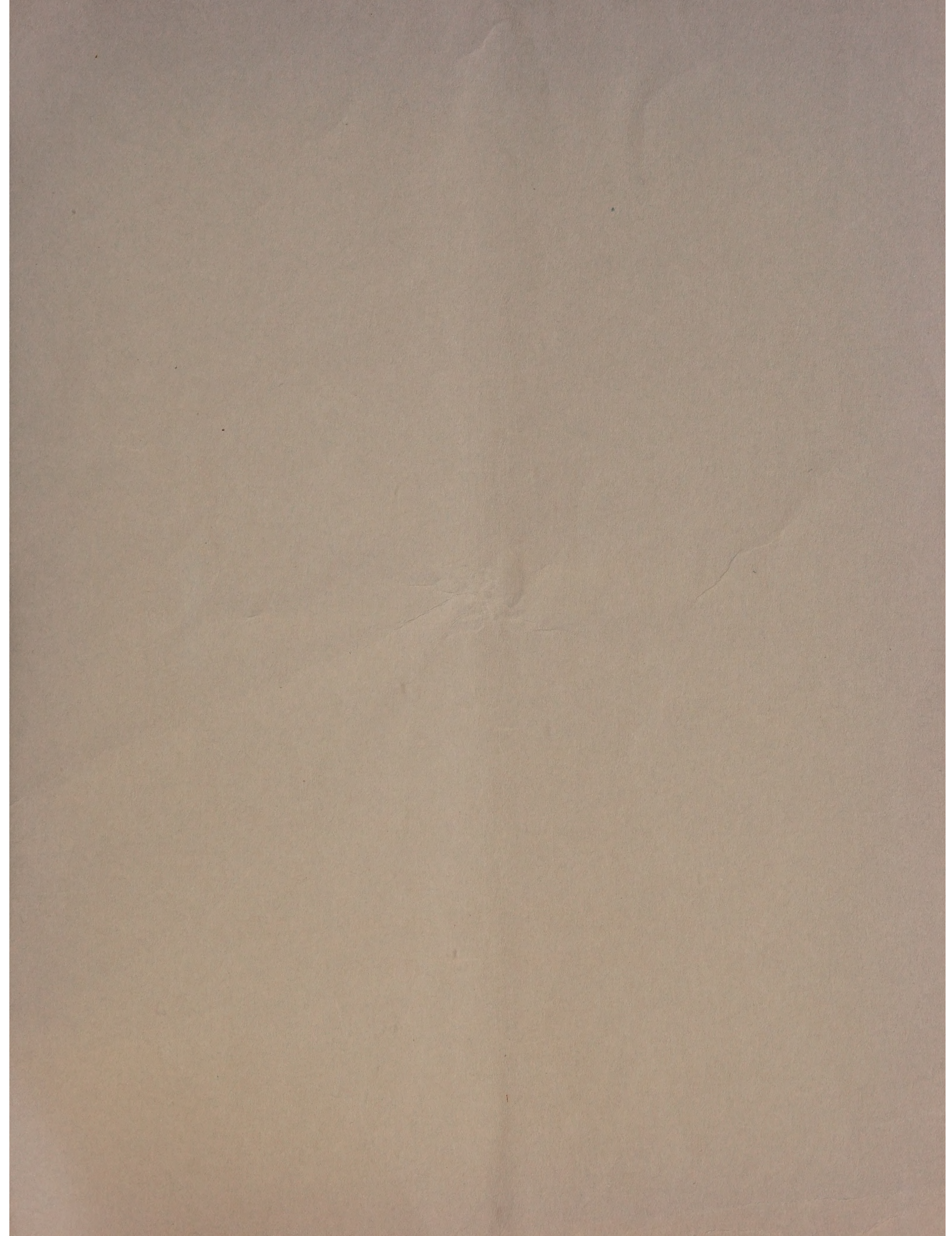
INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

	Union	Yale	Cornell	Harvard	Princeton	Brown *	Radcliffe	Haverford	Mary Washington	Bucknell	Ohio U.	U. of Penna.	Stevens	Bryn Mawr *
% With radio in room	68%	89%	77%	80%	91%	75%	69%	75%	77%	79%	65%	82%	81%	51%
% Listen to radio at college	97	96	94	90	98	93	93	90	97	94	90	95	93	86
% Listening on an average day	73	77	79	51	80	75	58	57	80	71	67	70	70	46
% Listening to IBS station once a week or more	92	92	87	80	75	71	69	65	60	56	28	27	17	8
% Listening to IBS station four or more times a week	69	68	58	25	41	42	22	5	11	32	10	2	6	-
% Who listen to IBS station most	44%	50%	40%	28%	21%	32%	21%	no mention	1%	none	3%	1%	none	none
Rank of IBS station among stations listened to most	1	1	2	1	1	2	1	no mention	10	none	7	4	none	none
% Mentioning IBS station among four stations listened to most	85%	87%	81%	50%	47%	51%	41%	14%	11%	33%	2%	15%	9%	6%
Number of cases	67	141	142	100	111	55	72	41	100	139	115	66	134	42

* Surveys for Brown and Bryn Mawr were not reliably taken and are included here to show approximate rank, rather than reliable data. Alabama omitted because of improper sampling.





INTERCOLLEGIATE BROADCASTING SYSTEM

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144E 20
221E 15